II.   Claim rejections under section 112, second paragraph

In the Office Action, the Examiner rejected Claims 4 and 5 under section 112, second paragraph, on the basis that the limitation "the related order" has insufficient antecedent basis. Because this limitation is properly introduced in Claim 1 (see line 8), from which Claims 4 and 5 depend indirectly, Applicants respectfully submit that the rejection of Claims 4 and 5 under section 112 is improper.

The Examiner also rejected Claim 8 under section 112, second paragraph, on the basis that the limitation "identifying a related order" has insufficient antecedent basis. Because this limitation is properly introduced in Claim 1, from which Claim 8 indirectly depends, Applicants respectfully submit that the rejection of Claim 8 under section 112 is improper.

III.   Art-based rejection

Claims 1-19, 22-30 and 32-37 stand rejected under section 102(e) as being anticipated by US 2002/0007321 A1 to Burton. Dependent Claims 20 and 21 stand rejected on obviousness grounds over Burton in view of U.S. Patent No. 5,890,175; and Claim 31 stands rejected on obviousness grounds over Burton in view of U.S. Patent No. 6,016,504.

In the interest of administrative efficiency, Applicants will limit their remarks to the independent claims, and thus to the anticipation rejection over Burton. Applicants will treat Burton as prior art for purposes of this response, but reserve the right to later establish that Burton is not prior art.

As discussed during the interview, Burton does not disclose all of the claim limitations of any independent claim. For example, with respect to Claim 1, Burton does not disclose "identifying a related order previously placed by the customer, said related order being related to the subset of products;" and "supplementing the portion of the electronic catalog with information about the related order," within the context of the other claim limitations.

With respect to independent Claim 13, Burton does not disclose "identifying a related order previously placed by the customer, said related order being related to the subset of products;" and "responding to the request by sending to the online customer information from the electronic catalog associated with the subset of products together with information about the related order," within the context of the other claim limitations.

With respect to independent Claim 27, Burton does not disclose a server system that is "responsive to a request from a customer for a page from the electronic catalog by supplementing the page with information about a related order placed by the customer, whereby customers are presented with context-dependent information about related orders during browsing of the electronic catalog," within the context of the other claim limitations.

With respect to independent Claim 32, as amended herein, Burton does not disclose "supplementing the product detail page with at least an indication that the user previously ordered the first product" within the context of the other claim limitations.

Because each independent claim recites one or more limitations that are not disclosed by Burton, Applicants respectfully submit that the art-based rejections of the independent and dependent claims are improper and should be withdrawn.

If any issues remain which can potentially be resolved by telephone, the Examiner is invited to call the undersigned attorney of record at his direct dial number of 949-721-2950.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: 12-11-02

By: _____
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VERSION WITH MARKINGS TO SHOW CHANGES MADE

The first paragraph on page 2 has been revised as follows:

The present invention involves presenting context-sensitive information to customers about their prior orders during browsing of an online, electronic catalog of products. In accordance with one aspect of the invention, when a customer accesses a portion of the electronic catalog associated with a particular subset of products (e.g., a specific product or product category), information about related orders previously placed by the customer, if any, is automatically retrieved and presented to the customer (e.g., within a web page). This information is presented without requiring the customer to access an "accounts" area (although such an area may be provided), and without requiring the user to separately request information about the previous orders. **[In addition, by presenting this information to customers, the number of customer service contacts may be reduced.**]Customers are thus presented with information about their previous orders during ordinary browsing of the electronic catalog. In addition, this information is presented in conjunction with the catalog items to which it pertains. Any of a variety of other types of account-specific information associated with the subset of products may additionally or alternatively be presented. For example, a customer may be presented with order fulfillment information so the customer does not have to contact customer service to find out whether an ordered product has been shipped.

The paragraph beginning at page 10, line 24 has been revised as follows:

Figure 2 illustrates a sample store home web page ("store page") [210]220. The exemplary store page [210]220 includes featured products and promotions of a "Book Store" which includes browsable subject groups that relate to the store, as well as a variety of other services. Other stores corresponding to other major product categories of the merchant web site may be accessed by selecting the tabs at the top of the page. The store page [210]220 also includes a set of inline account information 212 for the customer "Angela." From the inline account information 212, Angela can see that she has ordered three books from the Book Store and that the items were shipped on August 27, 2001. This list may be generated by filtering out from Angela's order history all orders of products that fall within other product categories (e.g.,

music, electronics, etc.). Angela can also see that her "friend" Taylor has put the book "Dreamcatcher" on her wish list. The inline account information 212 enables Angela to access more information on the books she ordered, view shipping details on her book orders, return one or more of the items, track shipment of the items, purchase the wish list book for Taylor, and check the status of other orders.

The paragraph beginning at page 18, line 29 has been revised as follows:

If inline account information is included, the presentation process retrieves the corresponding customer data (block 650) from the customer database 324 and/or the customer cache 327. One embodiment of a process for retrieving customer data is illustrated in Figure 5 and is discussed above. Proceeding to the next state, the presentation process processes the customer data (block [650]660). The processing may include determining which data should be presented in the web page, formatting the data, determining whether or not there is a high enough level of confidence that the requesting party has permission to access such data, and so forth. In one embodiment, the type of web page requested and/or the section of the merchant web site from which the request was made determines how the data should be formatted.

Claims 1, 3, 13 and 32 have been revised as follows:

1. (Amended) A method of customizing an electronic catalog of products for individual customers of an online store, the method comprising:

providing online access to an electronic catalog of products that are available for purchase;

receiving a request from an online customer for a portion of the electronic catalog, wherein the portion corresponds to a subset of the products represented within the electronic catalog;

identifying a related order previously placed by the customer[;], said related order being related to the subset of products;

supplementing the portion of the electronic catalog with information about the related order; and

returning the portion, as supplemented with the information about the related order, for presentation to the customer;

whereby information about previous orders is presented to the customer contextually during browsing of the electronic catalog.

3. (Amended) The method as in Claim 1, wherein the portion is a product detail [portion]page for a first product.

13. (Amended) A computer-implemented method of providing information about prior orders to customers of an online store, the method comprising:

providing online access to an electronic catalog of products that are available for purchase;

receiving a request from an online customer for information from the electronic catalog associated with a subset of the products represented therein;

identifying a related order previously placed by the customer, said related order being related to the subset of products; and

responding to the request by sending to the online customer information from the electronic catalog associated with the subset of products together with information about the related order;

whereby customers are presented with context-sensitive information about their previous orders during browsing of the electronic catalog.

32. (Amended) A computer-implemented method of providing account-specific information to users of an online store, the method comprising:

providing online access to an electronic catalog of products in which users may navigate to product detail pages to obtain detailed information about, and initiate placement of orders for, specific products;

maintaining user-specific order histories representing orders placed by users for products in the electronic catalog; [and]

receiving a request from a user for a product detail page of a first product that was previously ordered by the user; and

[when a user accesses a product detail page of a first product that was previously ordered by the user,]in response to the request, supplementing the product detail page with at least an indication that the user previously ordered the first product.

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